



COVID-19's Impact on Health and Media Behaviors

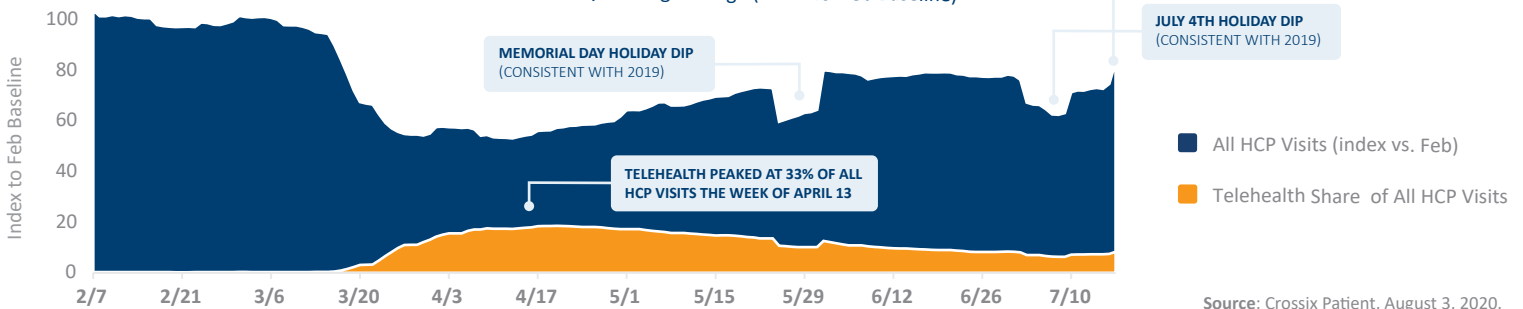
AUGUST 11, 2020

Over a third of 2020 has been spent battling the pervasive threat of COVID-19. While every state has opened up in some capacity, the number of infections continues to increase across the country, resulting in strained healthcare resources and new unknowns for patients, frontline workers, and the healthcare industry as a whole.

In order to help pharmaceutical companies navigate the changing industry landscape, Crossix has been monitoring country-wide health behaviors through the Crossix Data Platform.

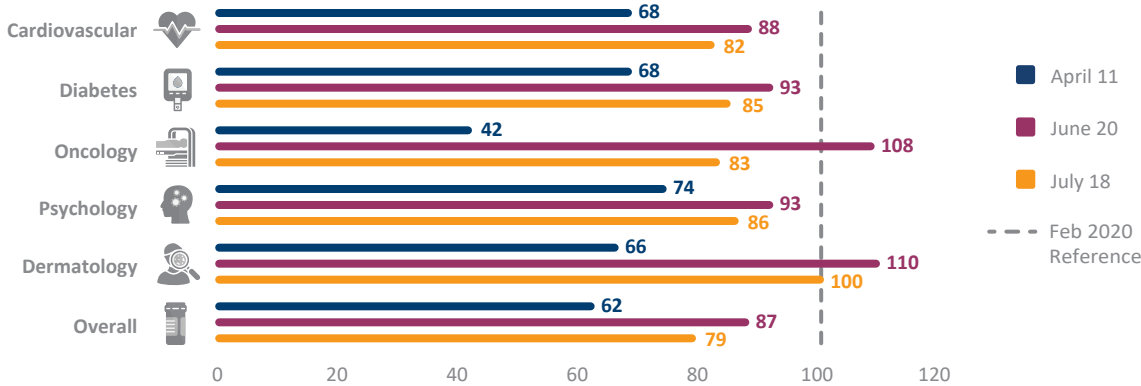
HCP AND TELEHEALTH VISITATION

2020 HCP Visitation – Share of Telehealth Visits
7-Day Moving Average (Index vs. Feb Baseline)



NEW-TO-BRAND FILLS (NBRx) BY SPECIALTY

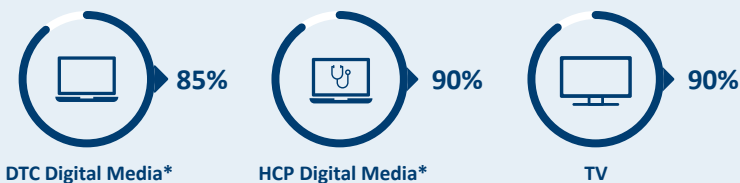
(Index vs. February 2020 Baseline)



As in-person doctor visits rebounded, the majority of NBRx across specialties increased since the initial peak of the pandemic in mid-April. However, new spikes in cases and resulting shutdowns across parts of the country may be contributing to another dip in NBRx fills.

MEDIA IMPACT

Majority of brands continue to maintain market presence.

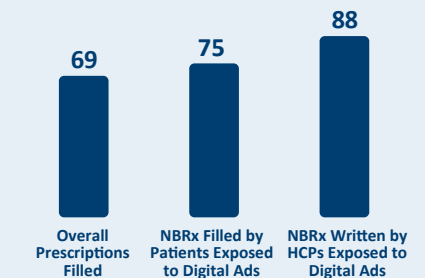


Sources: Crossix DIFA, July 2020, Crossix TV Panel, July 2020.
 *Digital Media: Display, Video, Paid Search

DTC and HCP audiences who are exposed to digital media continue to fill and write prescriptions at a higher rate than the overall population.

New-to-Brand (NBRx) Prescriptions Filled

Index Compared to February 2020 Averages



Source: Crossix DIFA, June 2020, Crossix Patient, August 2020.